

Session 2. Video news

18 October 2016

Feedback – Assignment #1B

- Editing –
 - Effects are cool, use them carefully
- Generally, composition is good
- For the future..
 - Try to work more on the audio to make it smooth
 - Include camera moves AND beware of camera moves
 - Try to be innovative AND conservative

Assignment #1B - samples

- What kind of equipment did you use?
- What editing software did you use?
- What message were you trying to convey?
- What was the most difficult part?
- What would you change from your video?

Your turn

- Scan the QR code



- Or follow this link... <http://bit.ly/2dRWvb4>

The meaning of what you do

- Each video technique has a symbolic meaning attached to it:
 - Slight overexposure conveys ideas of freshness, happiness and positivity.
 - Slight underexposure can be used to add suspense and some negativity.
 - High angles diminish subjects, while low angles magnifies them.
 - Close-ups of people are intimate shots and convey emotional closeness to the subjects.

Video genres

- Different genres call for different styles and techniques when making videos.
 - Your first individual assignment was a sort of short-form documentary, which allows for quite a lot of creativity.
 - Your group project is a long-form commercial, which needs to have a more cinematic look and appeal to the audience.
 - News videos are much more formulaic and the conventions are quite strict.

Video production of news

- Types of news videos...
 - News packages
 - Feature stories
 - Interviews
 - Infographic videos
 - Current affairs documentaries
 - Video news releases (VNRs)
 - Live broadcasts
 - Online live broadcast

News package



Feature story



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Video news release



Shooting unplanned events

- Video production for news differs from other genres in the following:
 - Rare use of storyboards or shot lists, but planning and thinking ahead is important.
 - Importance of shooting abundant b-roll.
 - Interviews are not scripted, so changes in angle can be made after shooting.
 - Effects are limited and edit is almost entirely by cut or swipe.

Newsworthiness

- Not all events/happenings end up in the news. What makes an event worthy of become news...?
 - Rarity
 - Timing
 - Significance
 - Proximity
 - Prominence
 - Human interest

Angle

- The angle of a news story refers to the main theme (sometime called ‘the hook’) of a story and how it will be presented:
 - Local
 - International/National
 - Follow-up
 - Conflict
 - Consequence

Traditional news storytelling

lead

sound
bite

bridge

sound
bite

ending

footage

voiceover

Legacy media vs. new media

Clip 1



Clip 2



New storytelling formats

- Online new techniques are used to attract the attention of audiences, who can easily be distracted
 - More visually oriented (colourful on-screen text, dynamic editing, catchy footage...).
 - Trend towards less voice over, more music and effects.
 - Video geared towards social media.
 - Vloggers and influencers as “news makers”.

New storytelling formats

on screen text and captions

lead

sound
bite

bridge

sound
bite

ending

footage

music and effects

Next week

- We will meet at 7pm in our usual classroom (M5050) and we will then go edit the feature story.
 - Bring footage in a USB drive to ease the process.
- The first group assignment is due. Submit the treatment for your group commercial by 12pm Tuesday, October 25.
 - Details about the assignment are on Canvas.

Group project - Commercial

- Choose a local business, non-mainstream product, organisation or individual and work with them to create a long-format commercial
 - Your commercial should be at least 2 minutes long.
 - It will be shot with a DSLR.
 - No other limitations, just be creative and professional.